

WHAT IS CLAIMED IS:

1. An image display device comprising: an image display element for modulating incident light and displaying an image; and an illumination device for sequentially irradiating with light in each color said image display element, which is adapted to change an image displayed on said image display element in synchronization with the irradiation of the light to thereby recognize the image as a full color image,
5 wherein
10 said illumination device comprises a light source for emitting white light; a plurality of color filter members being rotatably arranged between said light source and said image display element and having mutually different characteristics; and a filter drive means for rotationally driving each of the plurality of color filter members individually, and wherein said illumination device further sequentially converts the white light emitted from said light source into each
15 color of light by rotationally driving said color filter members and switches image quality of the full color image by switching said rotationally driven color filter members.
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25 2. An image display device according to Claim 1, wherein said color filter members have a plurality of color areas.

3. An image display device according to Claim 2,
wherein the characteristics of said color filter
members are mutually different from each other by
virtue of the relative portions of the color filter
5 members occupied by each of said plurality of color
areas on one color filter member being different from
the relative portions occupied by each of said
plurality of color areas on the other color filter
member.

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4. An image display device according to Claim 2,
wherein the characteristics of the color filter members
are mutually different from each other by virtue of
transmittancy characteristics of one of the color
15 filter members being different from the transmittancy
characteristics of the other color filter member.

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5. An image display device according to Claim 2,
wherein the characteristics of the color filter members
are mutually different from each other by virtue of the
number of the color areas on one color filter member
being different from the number of color areas on the
other color filter member.

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6. An image display device according to Claim 1,
wherein said plurality of color filter members are
arranged so as to overlap each other at least in part.

7. An image display device according to Claim 1,
wherein at least one color filter member from said
plurality of color filter members has a white area.

5 8. An image display device according to Claim 1,
wherein said filter drive means drives one of the color
filter members and stops the other color filter member.

10 9. An image display device according to Claim 1,
wherein said filter drive means simultaneously
rotationally drives the plurality of color filter
members.

15 10. An image display device according to Claim 1,
wherein the switching of image qualities by means of
the switching of said color filter members is conducted
in response to switches or changes in an input stream.

20 11. An image display device according to Claim 1,
wherein the switching of the image quality by means of
the switching of said color filter members is conducted
in response to switches or changes in content of an
input signal.

25 12. An image display device according to Claim 1,
wherein the switching of the image quality by means of
the switching of said color filter members is conducted

in response to changes in an input signal attribute such as motion characteristics.

13. An image display device according to Claim 1,
5 wherein the switching of the image quality by means of the switching of said color filter members is conducted in accordance with a use, a purpose or the like of an inputted image.

10 14. An image display device according to Claim 1, wherein the switching of the image quality by means of the switching of said color filter members is conducted in response to a control from a user input means.

15 15. An image display device according to Claim 1, wherein the switching of the image quality by means of the switching of said color filter members is conducted in response to a control via a communication from an external source.

20 16. An image display device according to Claim 1, wherein the switching of the image quality by means of the switching of said color filter members is conducted automatically.

25 17. An image display device according to Claim 1, wherein said image display element is a liquid crystal

element.

18. An image display device according to Claim 1,
wherein said image display element is an MEMS-type
5 spatial modulation element.

19. An image display device according to Claim 1,
wherein said image display element is a spatial
modulation display element having arrayed micro-
10 mirrors.